



2611  
JFE

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

|                                           |   |                               |
|-------------------------------------------|---|-------------------------------|
| In re the application of:                 | ) |                               |
|                                           | ) | Group Art Unit: 2611          |
| Mark Landesmann                           | ) |                               |
|                                           | ) | Examiner: Saltarelli, Dominic |
| Application No. 09/837,377                | ) |                               |
|                                           | ) | Atty. Docket No.: 084561-0105 |
| Filed: 4/19/2001                          | ) |                               |
|                                           | ) |                               |
| For: Buyer Driven Targeting of Purchasing | ) | Date: 1-27-2005               |
| Entities                                  | ) |                               |
|                                           | ) |                               |
|                                           | ) |                               |
|                                           | ) |                               |
|                                           | ) |                               |

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to: Commissioner for Patents, Alexandria, VA 2213-1450 on 1-27-2005

Signed: \_\_\_\_\_

Ashok Malani

**INFORMATION DISCLOSURE STATEMENT**  
**UNDER 37 CFR §§1.56 AND 1.97(e)**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

The references listed in the attached PTO Form 1449(s), at least one of which was provided by an Examiner(s) handling a related patent application(s), copies of which are attached, may be material to examination of the above-identified patent application. Applicants submit these references in compliance with their duty of disclosure pursuant to 37 CFR §§ 1.56 and 1.97. The Examiner is requested to make these references of official record in this application.

This Information Disclosure Statement is not to be construed as a representation that a search has been made, that additional information material to the examination of this application does not exist, or that these references indeed constitute prior art.

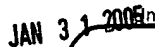
Applicants hereby state that no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in § 1.56(c) more than three months prior to the filing of the information disclosure statement.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Ashok Malani', is written over the printed name.

Ashok Malani

Buyer Leverage  
300 Hamilton Ave,  
4<sup>th</sup> Floor  
Palo Alto, CA 94301  
Tel: 65-329-5930  
Email: Ashok@BuyerLeverage.com



Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

*(Use as many sheets as necessary)*

|       |   |    |   |
|-------|---|----|---|
| Sheet | 1 | of | 1 |
|-------|---|----|---|

**Complete if Known**

|                        |                     |
|------------------------|---------------------|
| Application Number     | 09/837,377          |
| Filing Date            | 4/19/2001           |
| First Named Inventor   | Mark Landesmann     |
| Art Unit               | 2611                |
| Examiner Name          | Saltarelli, Dominic |
| Attorney Docket Number | 084561-0105         |

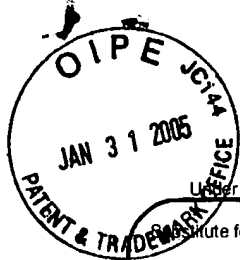
## U. S. PATENT DOCUMENTS

[illegible]

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.



PTO/SB/08B (08-03)

Approved for use through 07/31/2006. OMB 0651-0031  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

**Complete if Known**

|                        |                     |
|------------------------|---------------------|
| Application Number     | 09/837,377          |
| Filing Date            | 4/19/2001           |
| First Named Inventor   | Mark Landesmann     |
| Art Unit               | 2611                |
| Examiner Name          | SALTARELLI, DOMINIC |
| Attorney Docket Number | 084561-0105         |

Sheet 1 of 1

**NON PATENT LITERATURE DOCUMENTS**

| Examiner<br>Initials* | Cite<br>No. <sup>1</sup> | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | T <sup>2</sup> |
|-----------------------|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
|                       | B1                       | FIRST OFFICE ACTION on Application 10/727,535, with filing date of 12/05/03 and mailing date of office action 12/14/2004                                                                                                                                        |                |
|                       | B2                       | FINAL OFFICE ACTION on Application 09/758,239, with filing date of 01/12/2001 and mailing date of office action 11/03/2004                                                                                                                                      |                |
|                       |                          |                                                                                                                                                                                                                                                                 |                |
|                       |                          |                                                                                                                                                                                                                                                                 |                |
|                       |                          |                                                                                                                                                                                                                                                                 |                |
|                       |                          |                                                                                                                                                                                                                                                                 |                |
|                       |                          |                                                                                                                                                                                                                                                                 |                |
|                       |                          |                                                                                                                                                                                                                                                                 |                |
|                       |                          |                                                                                                                                                                                                                                                                 |                |
|                       |                          |                                                                                                                                                                                                                                                                 |                |
|                       |                          |                                                                                                                                                                                                                                                                 |                |

|                       |                    |
|-----------------------|--------------------|
| Examiner<br>Signature | Date<br>Considered |
|-----------------------|--------------------|

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.